

ABSTRACT

In an image pick-up apparatus including an image pick-up unit comprised of color filters having different spectral characteristics, and serving to pick up image of object, there are provided an adjustment unit for adjusting color reproduction value and noise value representing noise feeling, a matrix coefficient determination unit for determining matrix coefficients on the basis of adjustment of the adjustment unit, and a matrix transform processing unit for performing matrix transform processing with respect to image which has been picked up at the image pick-up device unit on the basis of the matrix coefficients.